



What's Upstream Digital Plan



Strategies 360

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DIGITAL MARKETING

We work closely with our clients to understand the overall market opportunities, upcoming campaigns, and how we can engage a targeted audience with messaging. Our focus often includes: social media promotion, search engine marketing and targeted display campaigns to successfully communicate messages and drive increased awareness amongst targeted audiences.

DISPLAY ADVERTISING

Current capabilities allow you to micro-target your messages using online display advertising. Your advertisements can be delivered to interested audiences based on online behaviors that indicate they are likely to be interested in our targeted messaging. Advertisements can also be targeted geographically to specific zip codes within your target markets. Strategies 360 can implement your existing campaign messaging and creative with banner ads that help to magnify and maximize the impact of your digital and traditional media buys.

CONTEXTUAL MARKETING

Contextual marketing allows advertisers to target specific keyword-related content in order to deliver ads where they are most relevant. Strategies 360 can place our ads adjacent to industry related content where it's messaging may be best received, across the Internet.

PAID SEARCH/SEM

There are many benefits of paid search advertising:

- Paid search is fast and easy to implement. No creative assets are needed; thus we can launch a paid search campaign to drive more traffic to your website on the very day we begin our engagement.
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- Experimentation is inexpensive. Strategies 360 can try new things, make changes quickly, and optimize results to impact your goals quickly.
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- Campaigns are flexible. Traffic can be directed to custom landing pages, including as many variations of your messaging as you choose, and can be scaled quickly as we create success.
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Overall, the search engine marketing process requires a multi-pronged approach which involves identifying various related niches, conducting keyword research, creating a bidding strategy,

developing advertising creative, testing, reporting and continually optimizing and updating while we work to bring down costs and drive traffic to your website .

In order to create and launch a strategic search engine marketing campaign, Strategies 360 will:

- Conduct keyword research and recommend selection based on traffic and relevance
- Guide bid optimization for low positioned keywords
- Test ad copy with appropriate ad groups
- Manage budgeting to efficiently utilize your full monthly ad budget
- Structure campaigns / ad groups / keywords as appropriate
- Optimize destination URLs for more relevant landing pages
- Provide a detailed monthly report of ad spend, traffic metrics and highlights/lowlights

SOCIAL MEDIA MANAGEMENT

The benefits of using social media include:

- Building a community. When your followers become part of your community, you gain instant access to them. This means that you can communicate directly with the people most interested in hearing your message.
- Growing influence. As your following increases, your influence grows. Having a substantial social media audience creates a snowball effect that can attract new patients, media interviews and other opportunities.
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- Driving repeat exposure. It often takes multiple “touches” before someone makes up their mind. A clear benefit of social media is repeat exposure with your network. You have the opportunity to remind them of what you can offer over and over again.

Social media is a tool within an overall integrated marketing campaign as social media helps amplify your messages being delivered elsewhere. Strategies 360 works closely to ensure that the content strategy is consistent across all organic and paid channels while also supporting the paid media campaign being executed on our clients' behalf.

SOCIAL MEDIA MARKETING

Strategies 360 can help you increase your Facebook audience and drive more viral exposure to your social media channels through sponsored postings, more visible content, and related activities. The large amount of information available on social media platforms gives us the ability to target users at a very granular level across targeted geographic markets. Social media followers represent a built-in

audience for sharing messages, stories, and other content that leads to deeper engagement with customers, as well as sharing outside your existing network.

ANALYTICS

All of our digital marketing efforts will be tracked and regularly reported to our clients. We'll be able to provide insights around how many times your ads are viewed, how many people visit your pages, if they click through to your website, how long they spend on your website pages and what content they seek out or read most.

Media Plan – Display & Social Media

Location	Audience Targets	Size	Recommended Impressions	CPM	Recommended Budget
North Puget Sound	Green Living Enthusiasts	72,000	576,000	\$10	\$5,760
North Puget Sound	Outdoor Enthusiasts	100,000	800,000	\$10	\$8,000
North Puget Sound	People Driving Hybrids	130,000	1,040,000	\$10	\$10,400
North Puget Sound	People Who Like Renewable Energy	16,000	128,000	\$10	\$1,280
North Puget Sound	People Who Like Environmental Conservation	80,000	640,000	\$10	\$6,400
Total	All	250,000	3,184,000		\$31,840

Location	Audience Targets	Size	Recommended Impressions	CPM	Recommended Budget
South Puget Sound	Green Living Enthusiasts	110,000	770,000	\$10	\$7,700
South Puget Sound	Outdoor Enthusiasts	140,000	980,000	\$10	\$9,800
South	People Driving	180,000	1,260,000	\$10	\$12,600

Puget Sound	Hybrids				
South Puget Sound	People Who Like Renewable Energy	24,000	168,000	\$10	\$1,680
South Puget Sound	People Who Like Environmental Conservation	120,000	840,000	\$10	\$8,400
Total	All	380,000	4,018,000		\$40,180

Media Plan – Search & Contextual

Location	Audience Targets	Size	Recommended Impressions	CPC	Recommended Budget
North Puget Sound	Searches around conservation, renewables, etc.	TBD	N/A	TBD	\$6,500
South Puget Sound	Searches around conservation, renewables, etc.	TBD	N/A	TBD	\$6,500
Total	All	140,000	N/A		\$13,000

North Puget Sound counties: Whatcom, Skagit, Snohomish, Island, San Juan. Excludes any Canadians.

South Puget Sound counties: Pierce, Thurston, Mason, Kitsap

Conclusion

Strategies 360 is excited to work with What's Upstream to increase awareness around the dangers posed to Washington's water streams as well as driving letters to the right legislator.